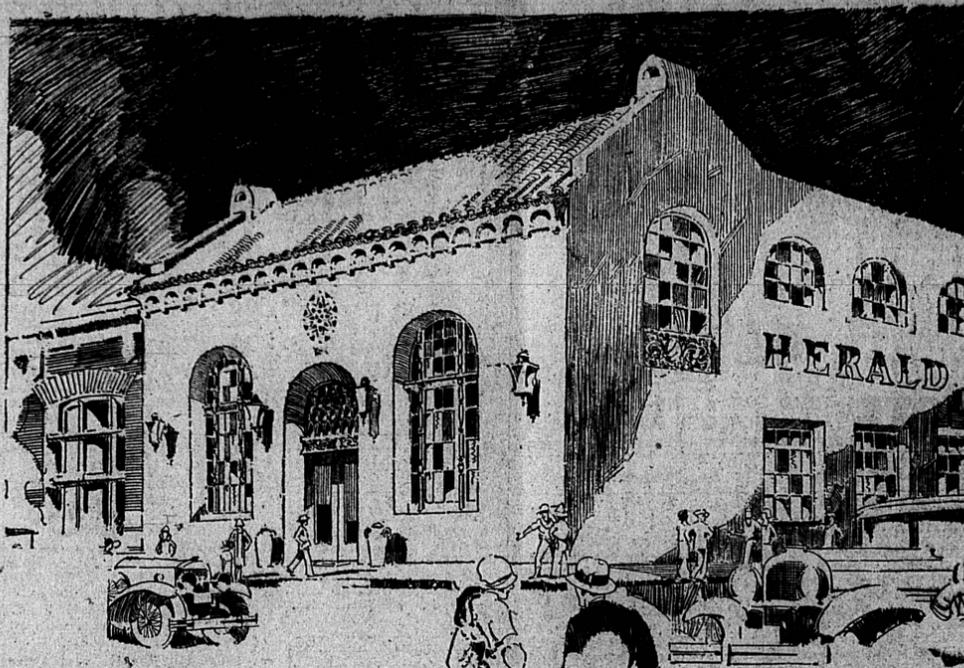


# \$50,000 INVESTMENT DEDICATED TO THE GROWTH AND WELFARE OF THIS COMMUNITY

**T**HE good old days when any printer with a "stickful of type," a hand press, and a handy-boy commonly called the "printer's devil," could put out a small town newspaper are gone. At least they are a thing of the past in a thriving community such as Torrance.

Today, in order to meet the modern needs and desires of aggressive advertisers and retain the interest of alert-subscribers, the community newspaper must be as well edited, as attractive typographically, and as clearly printed as the metropolitan dailies. Especially is this true in Los Angeles county. While Torrance may be considered a small town, it is in reality part of a great metropolitan center. Torrance residents are as well informed, as alert to the modern trend, as folks who live within the actual City of Los Angeles. Therefore, if a Torrance newspaper is to command the respect of readers and patronage of advertisers, it must be equipped to render a service comparable with that of "big city" newspapers.

Because of the fewer number of pages which are issued, the Torrance Herald naturally requires fewer units of each kind in its mechanical department, but these units are as modern and efficient as most metropolitan newspapers. Practically the same methods of production are used by your local newspaper as are practiced by the "big city" dailies. In fact, so modern and efficient is the equipment of the Herald, that as far as mechanical equipment is concerned, a good sized daily newspaper could be published tomorrow. All the modern equipment which has been installed in the Herald plant has been bought with the thought in mind of eventually publishing a daily newspaper, and as soon as business conditions warrant such an expenditure, the Herald will be issued daily.



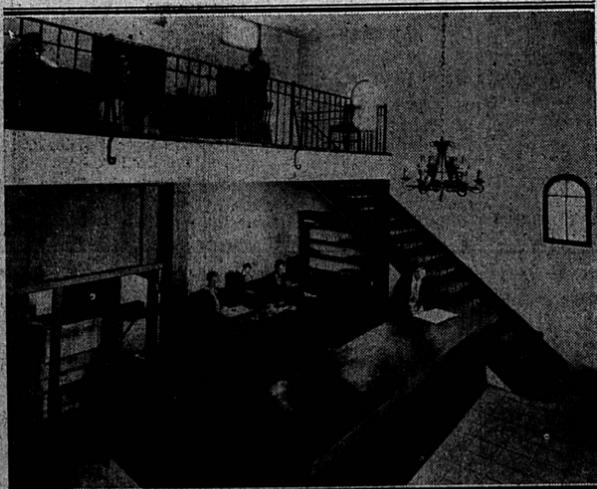
Offices and Plant, 1336 El Prado

**F**EW local business institutions return so much to the communities which help support them as do the community newspapers. In fact, the \$15,000 annual payroll of the Torrance Herald's 30 employees, including 20 carrier boys, actually EXCEEDS the amount of revenue received from local advertisers. Every dollar which the local merchant pays for advertising in the Herald and its companion publication, the Tri-City Shopping News, is returned with interest to this community through the payrolls of this newspaper.

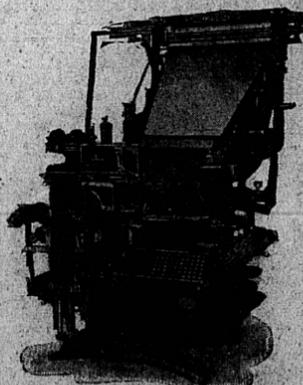
On the other hand, the money spent for dodgers and hand-bills seldom returns to this community as practically all the dodgers and hand-bills distributed here are printed in big city shops OUTSIDE of Torrance.

In addition to the direct financial return which local advertisers receive from investing their advertising dollars in the local newspaper, they perhaps reap an even greater benefit through the constructive influence which the newspaper exerts in developing the community. It has been the steadfast policy of the Herald ever since it was established 22 years ago to foster and encourage every movement for the growth and welfare of this community. The added retail trade which has come as the result of increased population is due in no small part to the assistance and co-operation which this newspaper has given to building this community.

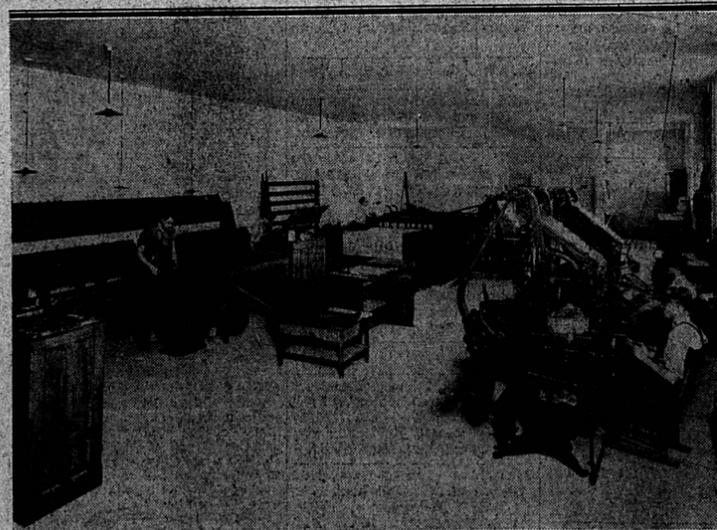
Few newspaper plants in cities the size of Torrance can boast of such modern machinery as the Herald. Pictured are interior views and cuts of some of the more important units. All together, the publisher's investment in the newspaper amounts to \$50,000, exclusive of the building.



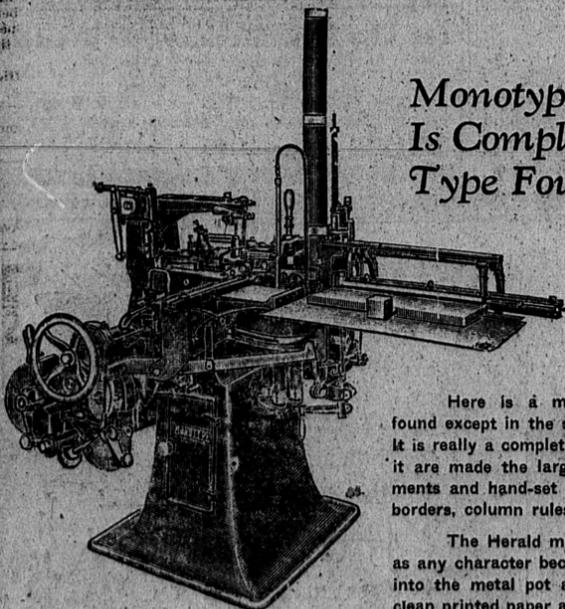
General offices, where are located the editorial, advertising, and accounting departments, as well as the office of the publisher.



Above is illustrated the multiple magazine intertype, upon which is set many of the headings to news stories, as well as the "body" type in advertisements. The Herald also has a Linotype, which is used entirely for setting news copy. These two typesetting machines are almost human in operation and are always the center of interest among visitors.



View of composing room, showing two modern typesetting machines on right and "ad alley" on left where advertisements are set and pages are made up.

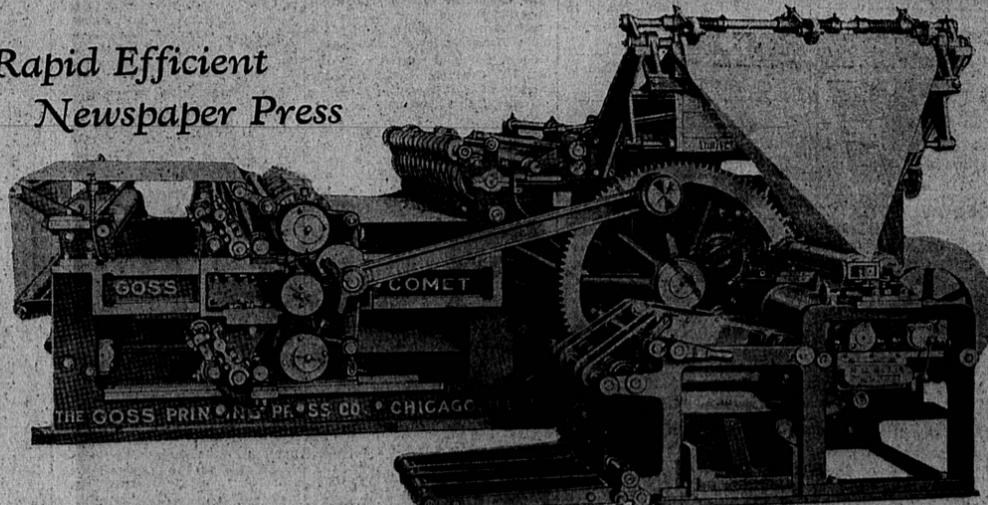


Monotype Caster Is Complete Type Foundry

Here is a modern machine which is seldom found except in the shops of large metropolitan dailies. It is really a complete little type foundry in itself. Upon it are made the large display types used in advertisements and hand-set heads for news stories, as well as borders, column rules, etc.

The Herald makes all its own type, and as soon as any character becomes worn or broken, it is thrown into the metal pot and new type cast. This affords a clean printed paper at all times.

Rapid Efficient Newspaper Press



This modern newspaper press prints and folds 3500 complete papers an hour. It is the fastest press made for smaller papers and prints from roll stock the same as metropolitan dailies. In fact, it was made by the Goss Printing Press Company, largest manufacturers of newspaper presses in the world. It is the same company which makes the giant presses used by the biggest newspapers in the country.

# TORRANCE HERALD

Submitted in Celebration of Newspaper Week . . . October 14 to 20